



# AGREEMENT FORM FOR POLITICAL BROADCASTS

STATION AND LOCATION WBRC, Birmingham, AL Date Oct. 8, 2012  
(being)

I, Scott Mauldin for Vulcan Media LLC (on behalf of) David Faulkner

a legally qualified candidate of the Republican political party for the office of Jefferson County Circuit Judge  
Place 6

in the General election to be held on Nov. 6, 2012, do hereby request time as follows:

<u>Length of Broadcast</u>	<u>Time of Day, Rotation or Package</u>	<u>Days</u>	<u>Class of Time</u>	<u>Times Per Week</u>	<u>No. Of Weeks</u>	<u>Rate</u>
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((MATERIAL SUBMITTED ON SEPARATE PAGES))

Date of First Broadcast	Date of Last Broadcast	Total Charges: _____
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The broadcast time will be used by David Faulkner

I represent that the payment for the above-described time has been furnished by The Committee to Elect David Faulkner and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is ( ) a corporation; ( XX ) a committee; ( ) an association; or ( ) other unincorporated group. The names and offices of the chief executive officers of the entity are: Jim Entrekin, campaign manager

I agree to indemnify and hold harmless the station from any damages or liability, including reasonable attorney's fees, that may ensue from the performance of the above stated broadcasts. For the above stated broadcasts I also agree to prepare a script or transcription which will be delivered to the station at least N/A before the time of the scheduled broadcasts. (Note: the two preceding sentences are not applicable if the candidate personally appears during the broadcast). The station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices. (Note: the preceding sentence may be deleted). The purchase of the time described herein is controlled, approved or authorized by the candidate or his/her authorized committee. (Note: the preceding sentence applies only to candidates for non-federal office).

Date: Oct. 1, 2012 Scott Mauldin, for Vulcan Media LLC, Agent of Candidate  
(Candidate or Agent)

☒ Accepted ☐ Rejected By David Faulkner Title GSM

This request, whether accepted or rejected, will be available for public inspection for a period of two years.

834753



Vulcan Media  
12 Office Park Circle, Suite 106  
Mountain Brook, AL 35223  
TEL: 205.585.1313  
www.VulcanMedia.com

# AD ORDER

**CONTACT: SCOTT MAULDIN**  
**205-585-1313 Scott@VulcanMedia.com**

**STATION OR CABLE SYSTEM:** WBRC  
**SCHEDULE RUN DATES:** Start: 10/31/2012 End: 11/6/2012  
**SPOT LENGTH:** :30  
**ADVERTISER:** Committee to Elect David Faulkner  
**ORDER TRACKING NUMBER:** DF-B4

**AGENCY:** Vulcan Media  
**BUYER:** Scott Mauldin

**TRAFFIC: DF012012 RUN: 100%**

Time	Show/Network	Rate	Units/Wk	Units Total	We	Th	Fr	Sa	Su	Mo	Tu
6A	NEWS AT 6A	510	2	2		X					X
6P	NEWS AT 6P	715	1	1		X					

**GROSS COST \$1,735**  
**NET COST \$1,474.75**



WBRC-TV

## ORDER

Print Date 10/11/12

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Flight Dates 10/31/12-11/06/12

Contract / Revision 834753 /

Original Date / Revision  
10/11/12 10/11/12

Advertiser Pol/David Faulkner/Circuit J

Agency Vulcan Media LLC

Buying Contact

12 Office Park Circle  
Suite 106  
Mountain Brook, AL 35223Primary Account Executive  
House WBRC

Account Executive	Order%	Start Date	End Date
House WBRC	100%		

Product

Agency Com 15%

Billing Contact

12 Office Park Circle  
Suite 106  
Mountain Brook, AL 35223

Sales Office L-BIR

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # DF-B4

Alt Order #

Billing Type Cash

Order Type General

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes Agency Political Pol-Candid

Product Codes PL80

Priority P15

Advertiser Ref

Order Share % Market Value

Competing Station % of Order Amount

WABM	%
WBIQ	%
WBMA	%
WBRCb	%
WCFT	%
WCIQ	%
WDBB	%
WIAT	%
WJRD	%
WJSU	%
WPXH	%
WTJP	%
WTTO	%
WVTM	%

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	3	\$1,474.75	\$1,735.00	0.00	10/29/12	11/06/12	3	\$1,474.75	\$1,735.00
Totals	3	\$1,474.75	\$1,735.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WBRC	10/31/12	11/06/12	Good Day Alabama 6-7a GDA 6-7am	Comm	6-7am	-T-T---	:30	1	\$510.00	P 2	0.00	NM	2	\$1,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1				\$510.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$510.00		0.00			
N 2	WBRC	10/31/12	11/06/12	6pm News 6pm News	Comm	6-630pm	---T---	:30	1	\$715.00	P 2	0.00	NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			



**WBRC-TV**

Print Date: 10/11/12

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Contract / Revision     **834753**     Flight Dates **10/31/12-11/06/12**

Hiatus Dates

Original Date / Revision    10/11/12/    10/11/12

Order Sep    00:15:00

Advertiser    **Pol/David Faulkner/Circuit** , Product

Estimate #    **DF-B4**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WBRC	10/31/12	11/06/12	6pm News 6pm News	Comm	6-630pm	---T---	:30	1	\$715.00	P 2	0.00	NM	1	\$715.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	---T---		1		\$715.00		0.00					
		Week: 11/05/12	11/11/12	-----		0		\$0.00		0.00					
Totals														3	\$1,735.00